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## FACT SHEET

### DEMOCRACY AND GOVERNANCE OFFICE

### PROJECT PROFILE

#### Peace and Reconciliation Program: Multi-Media Education and Outreach Programs

**JUNE 2010**



*Screening of Just Vision's film  
"Encounter Point" at Tel Aviv University.*

#### CHALLENGES

- Israelis and Palestinians have limited exposure to one another.
- Existing barriers of language, religion, fear, mistrust, and physical access.
- Simplistic and dehumanized perceptions of "the other".

#### CONTACT INFO

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#### Project Overview

Just Vision's Multi-Media Education and Outreach Programs are part of a larger Conflict Management and Mitigation small-grant program that brings together individuals of different ethnic, religious, and/or political backgrounds in people-to-people activities that address the root causes of tension and instability.

#### Goals

- End the marginalization of Palestinian and Israeli non-violent peace builders in their own communities and in mainstream media.
- Document existing peace efforts without romanticism or embellishment.
- Publicize current stories towards broader public engagement.
- Empower successful initiatives so that they gain more traction.

#### Activities

The project raises awareness of the endeavors of activists for peace, empowering those already doing this critical work. It seeks to build bridges between Palestinians and Israelis, as well as broader Jewish, Muslim, Christian and Arab communities, who seek to learn about and support grassroots civic peace builders.

These goals will be achieved through the re-design/upgrade of Just Vision's online Network for Peace; the creation of short films and video profiles of peace activists; the posting of online interviews with peace builders in Hebrew, Arabic, and English; and the dissemination of articles or broadcasts supporting or facilitating the peace processes.

Just Vision will also facilitate events geared toward strengthening understanding among conflict-affected groups as well as organize workshops for peace builders to reach wider support networks or help educators strengthen understanding between conflict groups.

#### Successes

- Appeared on CNN, Al-Arabiya, Al-Jazeera and Radio-A-Shams, and created two short, web-based films.
- Reached more than 1,116 people who attended its facilitated events and watched Just Vision's first film "Encounter Point."

#### Project Detail

Implementing Partner: Just Vision, Inc., Life of Project: 09/30/2009-09/29/2012, Total Estimated Cost: \$1 million.